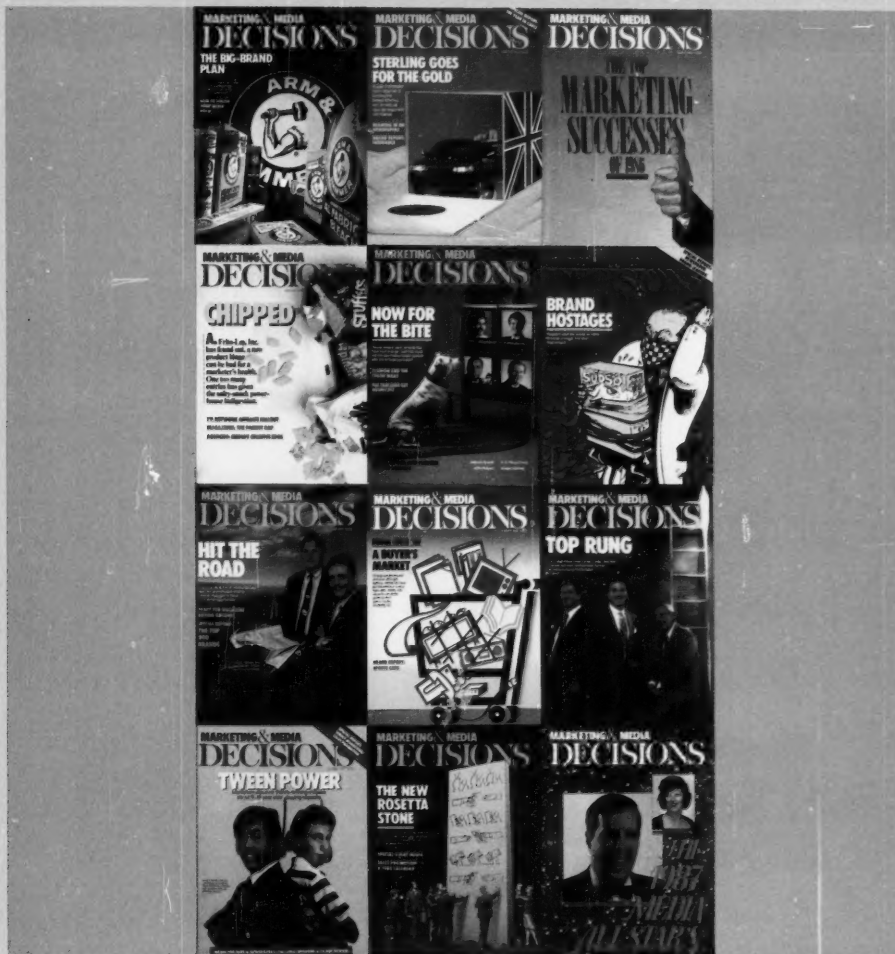


# INDEX



# '87

# "I DON'T SEE THE PAYOFF IN BUYING IT ALL UP FRONT."

*Peter Minuit. The purchase of Manhattan Island, 1626.*



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# EDITORIAL INDEX

# 1987

Index of *Marketing & Media Decisions*, arranged by subject and content, and including feature articles, regular columns and departments.

## ADVERTISING AGENCIES

**And now, the media department presents** — Clients want to hear their media news straight from the source (media directors). Jan. p 30.

**Agency angst** (people meters) — Agency media departments must decide now just how they're going to live with the new media measures. May p 45.

**In first gear** — Most agencies are slower than their clients in revving up regional plans. July p 126.

**Media for hire** — Media buying services are making an aggressive bid for respectability and are finding allies in ad agencies. Oct. p 34.

**Rules of the game** — Now that big agency players have absorbed direct-marketing agencies into their families, just what can clients expect for the future? Oct. p 91.

**Crossover dreams** — BBDO's formal policy of cross-assigning media buyers and planners underscores a prevailing view of the future of the media department, Nov. p 74.

## AGENCY, MEDIA AND ADVERTISER PEOPLE

**And now, the media department presents** — Clients want to hear their media news straight from the media people on the account. Jan. p 30.

**The need for new talent** — One problem with the sales promotion explosion is the dearth of qualified candidates. Includes salary survey. Feb. p 128 (SP).

**Getting the best & brightest** — A professorial opinion on how corporations can become better acquainted with — and recruit — a shrinking number of college students interested in advertising. April p 128 (LW).

## ABBREVIATIONS

ATSI	As They See It
BB	Broadcast Beat
CC	Creative Concepts
DM	Direct Marketing
DB	Debut
EE	Economic Eye
FA	Foreign Accents
FF	Freeze Frame
LET	Letters
LW	Last Word
MED	Mediology
OD	On the Docket
PB	Print Beat
PCP	Point/Counterpoint/Poll
PRO	Profiles
SP	Sales Promotion
TT	Tools of the Trade
UD	Update

**Party animals** — Many media planners find promotional parties inefficient. But publishers insist the festivities foster good will and space orders. May p 50.

**Brack's Time** — Time Inc. magazine division's no-nonsense leader, Reginald Brack, has enlisted media directors in his planning. July p 40.

**Hit the road, Jack** — With regional marketing coming on stronger all the time, the traditional role of brand managers is changing. July p 118.

**Up the ladder** — Where to from the top? Most media directors at major agencies face the question sooner or later as media stars reach this level at younger ages. Sept. p 30.

**Locking the revolving door** — Alan Pesky of Scali, McCabe, Sloves cautions that steps must be taken and soon, to attract bright minds to the world of advertising. Sept. p 160.

## BUSINESS PUBLICATIONS/ BUSINESS-TO-BUSINESS

**What a difference a page makes** — The ARF and ABP offer proof that b-to-b advertising pays off. Jan. p 84 (TT), Aug. p 142 (TT).

**Taking care of business** — Creative solutions of business-to-business problems are demonstrated by the campaigns judged best in their fields. May p 30 (CC).

**How business talks to business** — As business-to-business budgets shrink, media options expand, causing planners to think more carefully about placing clients' ad dollars. May p 83 (Special Report).

**Top 100 business publication advertisers** (Rome Report). May p 89.

**The businesses, the buyers, the books** — Leading (top five) advertisers and publications in selected business categories (Rome Report). May p 92.

**Camera ready?** — Business-to-business on tv is examined as to what's on when and, more importantly, for how much. May p 99.

**A business buyer's guide to broadcast and cable.** May p 102.

**On promoting promotion** — Promotion companies are a hot growth category in b-to-b advertising. May p 154 (SP).

**Multiple-page ads in b-to-b** — Chilton tracks the effect of multiple-page exposures in magazines for b-to-b. July p 140 (TT).

**Vertical hold/Media Costs** — Trade magazines' rate increases will run head-on into paper and postage hikes — not to mention the pressures to deal. Aug. p 73.

**One good page deserves another** — Second phase of ARF/ABP study confirms that more means more when planning a business-to-business print ad. Aug. p 142 (TT).

**Ready! fire! aim!** — Pre-campaign research can yield rich rewards in business-to-business media planning. (Fultz — ATSI) Oct. p 116.

## COVER SUBJECTS — 1987

January	Church & Dwight's Arm & Hammer products
February	Austin Rover's Sterling Norman Braman, chairman, Austin Rover Cars North America
March	Top Marketing Successes of 1986
April	Frito-Lay, Inc.
May	People Meters Jim Spaeth, Arbitron; Roger Percy, R. D. Percy; Joe Philport, AGB; John Dimling, Nielsen
June	Brand Hostages
July	Regional Advertising L. James Kennedy, vp-director of marketing, ConAgra, Inc.; Glenn DeWees, vp-associate media director, DMB&B
August	Media Costs 1987
September	Media Directors Move Up Lawrence Lamattina, exec vp-coo, SSC&B; Philip Guarascio, exec. director advertising services, General Motors; Jules Fine, vice chairman, director advertising services, Ogilvy & Mather
October	Tween Marketing Yutaka Sato, director of consumer audio, Sony; Chris Metze
November	Single-source Research
December	1987 Media All Stars

## CREATIVE CONCEPTS

**Creative Media Awards 1986** — Winners in the second annual Creative Media Awards from Marketing & Media Education. Jan. p 4.

**The pliable pitch** — Claymation helps break through to the "inner directeds." Feb. p 26.

**Copy-cat advertising** — By running ads that play off familiar ad imagery, an upstart company can get fast recognition. March p 22.

**Bringing outdoor home** — The latest creative twist: billboards in television commercials. April p 28.

**Taking care of business** — Creative solutions to b-to-b problems demonstrated by the campaigns judged best in their fields. May p 30.

**Marketing in the next dimension** — The 3-D technology of holograms is showing some down-to-earth advantages for marketers. June p 32.

**Advertisements that aren't** — While hardly the innovative haven many expected, cable still attracts some novel creative approaches. July p 124.

**The doctor is in** — What's good for consumers is good for some marketers who link their products to America's health fixation. Aug. p 8.

**Let's get real** — Marketers are putting "real" attributes on their products. Sept. p 26.

**Who's that girl?** — Women in commercials as authority figures, no longer housewives. Oct. p 20.

**The one-two punch** — Consecutive right-hand pages. Is the impact worth the cost? Nov. p 30.

**Wise choices** — Newspaper Advertising Bureau announces this year's awards for creative use of newspapers. Dec. p 28.

## CABLE TELEVISION

(Feature articles only — see subject index for smaller items)

**The year in cable** — Special Report  
**On the loose** — Cable has gone mainstream in the media department but faces a year that will change the way it does business. Feb. p 52.

**The 1987 cable report card** — A look at

how major cable networks fared in 1986 and what's expected for 1987. Feb. p 56.

**Cable ad scorecard** — A guide to the top 20 agencies in cable: clients and total billing shown. Key to cable network abbreviations. Feb. p 58 (UD), April p 8 (LET).

**Cable's one-stop shopping** — News cable buyers now have a single national cable buy tying many networks into one package. March p 6 (FF).

**Sold!** — Home Shopping Network has turned the tv set into an even stronger selling tool. March p 53.

**A little help from cable's friends** — The Cabletelevision Advertising Bureau has designed PC software to help integrate their medium into early tv planning stages. Aug. p 14 (FF).

**It's still follow the leader/Media Costs** — Despite signs of strength, cable still falls under the shadow of mainstream broadcast when it comes to pricing. Aug. p 49.

**See what the fall brings** — The cable networks this fall are launching a spate of regional programs. Oct. p 24 (FF).

## Monthly department — Freeze Frame

Feb. p 22	June p 36	Oct. p 24
March p 6	July p 26	Nov. p 20
April p 10	Aug. p 14	Dec. p 10
May p 32		

## "As They See It" columns on cable:

**Steven Aaron** — A look at local — Local cable outlets offer a variety of useful research options for national marketers. Feb. p 76.

**Jim Surmanek** — A judgment call — To recognize the potential of local cable, you have to rely on gut thinking. Sept. p 76.

## DIRECT MARKETING

**Calling all Yellow Pages** — Talking Yellow Pages. Jan. p 6.

**Denim dollars** — Levi Strauss tests catalogs. Jan. p 6.

**From mail to mail** — Shoppers encounter electronic direct mail. Jan. p 6.

**QVC and the Sears connection** — Sears plays big part in success of home-shopping cable network. Feb. p 4.

**Mergers continue at Omnicom**. Feb. p 4.

**Cable's more able** — Outdoing broadcast in shop-at-home sales. March p 4.

**Grey opens Down Under**. March p 4.

**Sold!** — Home Shopping Network has turned the tv set into an even stronger selling tool. March p 53.

**Catalogs at the kiosks** — Upscale catalogs have invaded the newsstands. April p 4.



**Debunking the junk-mail myth** — Third-class volume doubles in decade. April p 4.

**Divide and conquer** — Sears splits its catalog into smaller focused units. May p 20.

**The Japanese think American** — Yellow pages cross the ocean. May p 20.

**To rank and file** — Direct Marketing Assn. lists top 25 direct marketing agencies. June p 26.

**Biting the apple** — B.C. Ziegler uses broad-based direct campaign. June p 26.

**Bean's basics** — Major catalog house to stay a kingpin. July p 20.

**Debtors beware** — Computers help identify possible bankruptcies. July p 20.

**Takin' a lickin'/Media Costs** — Direct mailers could get hit by a hefty postal increase. Aug. p 105.

**Registered savings** — Tapes from ShopRite grocery stores earn catalog discounts. Sept. p 20.

**Video blue jeans** — Levi's jeans sold through interactive terminals. Sept. p 20.

**New directions** — Direct marketing is cleaning up its image and growing more specialized. Shares and trends. Oct. p 83.

**Rules of the game** — The top agencies are still learning how to structure themselves to give clients the most cohesive direct-marketing campaigns. Oct. p 91.

**Different disciplines, similar tactics** — There is a synergism between direct marketing and sales promotion. Oct. p 99.

**Use-tax back talk** — The proposed mail-order sales tax may actually lose revenues. Nov. p 14.

**Falcon Jet's happy landing** — A targeted direct-mail campaign that really took off. Nov. p 14.

**\$33.9 billion, and growing** — The Direct Marketing Assn. sums up 1987. Dec. p 14.

**Convincing the unconvinced** — Study analyses why more consumers don't use direct marketing. Dec. p 14.

## FOREIGN ACCENT

**Inflight takes off** — The first column from our London correspondent focuses on inflight video advertising. Oct. p 162.

## GOVERNMENT REGULATION

**The new year: What's up on the Hill** — Guide to proposed legislative moves suggests that 1987 will be a challenging year for advertising lobbyists. Jan. p 82.

**D.C. bombshells** — The government is taking a stronger stance in monitoring the sexual content of media. Feb. p 124.

**States face facts, ads face tax** — The ad tax that wouldn't die continues to worry the

ad fraternity, this time on the state level. March p 130.

**Articles worth advertising** — Advertising gives a history lesson on the Constitution. April p 118, May p 28 (UD).

**Prescriber, sell it thyself** — Should doctors dispense drugs? May p 146.

**Regulating the airlines** — The Dept. of Transportation and FTC get tough on deceptive advertising. June p 148.

**A taxing situation** — Pro and con debate on the Florida ad tax. July p 146 (PCP).

**Ring in videobell** — What will happen to videotex if the Bell companies are allowed to get involved? July p 148.

**Masters of the morning shows** — Children's programing will be watched closer

than ever following a court's challenge to the FCC deregulation rules. Oct. p 146.

**Stitching together blanket policy** — The airlines are the test of state attorneys general to regulate business. Nov. p 128.

**A new wrinkle for cosmetics** — Marketers of "wrinkle creams" and the regulatory powers have a struggle. Dec. p 146.

## LAST WORD

**Health claims in small doses** — Health claims in advertising; chart shows popularity of various ad appeals — John L. Stanton. Jan. p 88.

**First steps towards the expert marketing computer** — Game plan to help marketers manage ever-increasing marketing data — John McCann. Feb. p 136.

**Update of 1986's marketing successes.** March p 144.

**Getting the best & brightest** — A professorial opinion on how to recruit better college students — Eugene Framm. April p 128.

**The wrong road to what's right** — Is the industry using the wrong approach in measuring the effects of advertising? — Don E. Schultz. May p 160.

**The art of persuasion** — Advertising is ineffective, because it is often not always focused on the task to be done — John O'Shaughnessy. June p 160.

**Planners as forecasters** — Media planners may be the key to the future — Kent Lancaster. July p 160.

**How publishers beat the odds** — Outline of the traits that successful magazine launches share — Samir Husni. Aug. p 152.

**Locking the revolving door** — Steps must be taken to attract bright minds to the world of advertising — Alan Pesky. Sept. p 160.

**Marketing and magic** — Marketing skills are integral to the making of a celebrity — Martin Stoller. Oct. p 176.

**A view from the bridge** — The key issues facing marketers — F. Kent Mitchel. Nov. p 152.

Quotes from the Media All Star issue. Dec. p 160.

## MAGAZINES

**College bound** — New magazine publishing efforts are trying to reach students. Feb. p 20 (DB).

**D.C. bombshells** — The government is taking a stronger stance in monitoring the sexual content of the media. — Feb. p 124 (OD).

**How to measure exposure quality** — Ver-

## THE MEDIA ALL STARS — 1987

(Issue of December 1987)

**Media director:** George W. Sharpe II, Young & Rubicam, Inc., New York — p 30

Star Watch: Camille Johnson, Chiat/Day Inc., San Francisco

**Associate media director:** Wilma Epstein, Ogilvy & Mather, New York — p 39

Star Watch: Marian Ceschin, Foote, Cone & Belding, Chicago

**Network negotiator:** Bob Igiel, N W Ayer Inc., New York — p 45

Star Watch: Stephen Grubbs, BBDO Worldwide, New York

**Local broadcast:** Peggy Green, Saatchi & Saatchi DFS Compton, New York — p 51

Star Watch: Sharron Lalik, D'Arcy Masius Benton & Bowles, Inc., New York

**Print:** David Lehmkuhl, N W Ayer Inc., New York — p 57

Star Watch: Doug Hochstadt, J. Walter Thompson Co., New York

**Radio:** Vicki Bruno, BDA/BBDO Inc., Atlanta — p 65

Star Watch: Tamara Meldrum, HDM/Los Angeles

**Cable:** Mary Ann Madigan, DDB Needham Worldwide, Inc., New York — p 73

**Out-of-home:** Robert E. Flood, D'Arcy Masius Benton & Bowles, Inc., St. Louis — p 81

Star Watch: Janice C. Clements, Laurence, Charles, Free & Lawson, Inc., New York

**Media research:** Jayne Zenaty, Leo Burnett Co., Chicago — p 87

Star Watch: Roger Baron, Foote, Cone & Belding, Chicago

## BRAND REPORTS AND SPECIAL FEATURES

Top 200 brands — July p 45  
Newspaper ad leaders — June p 61

Brand hostages — June p 38  
Business-to-business — May p 83

Cable tv — Feb. p 52  
Cereals, adult — April p 93  
Cruise lines — Jan. p 63

Direct marketing — Oct. p 81

Feminine-hygiene products — Oct. p 125

Insurance — Feb. p 85

Marketing successes — March p 25  
Media All Stars — Dec. p 1  
Media buying services — Oct. p 34  
Media costs — Aug. p 22  
Media representatives — Oct. p 43  
Men's fragrances — June p 125

People meters — May p 36

Regional advertising — July p 118

Sales promotion — Oct. p 81  
Seltzers — Sept. p 97  
Single-source research — Nov. p 40  
Skin-care treatments — Dec. p 109  
Sports cars — Aug. p 121  
Syndication — Jan. p 39

Tween marketing — Oct. p 56

Videocassettes, camcorders & tapes — Nov. p 107

Water, bottled — Sept. p 97  
Wine coolers — May p 125

lag AG study measures the qualitative side of magazine readership. Feb. p 130 (TT).  
**Parental discretion advised** — As the baby boomers have babies of their own, publishers are following right behind. April p 44.  
**Bases loaded** — As many as 17 new annual sports publications are aiming to cash in on fan fervor. April p 75; July p 8 (LET).  
**Headway for the headliners** — Those screaming check-out tabloids are being heard on Madison Ave., especially by accounts that put mass above class. May p 66.  
**Explaining the possibilities** — Kraft Inc. and agency Leo Burnett have taken MRI's magazine exposure numbers and integrated them into their magazine plans. June p 140 (TT).  
**Media to square one** — What once were rumors are now facts concerning rate

concessions in magazines: the McCall announcement. July p 29.

**Double trouble/Media Costs** — Publishers are feeling the pressure from both sides as they set next year's magazine ad rates. Aug. p 63.

**Major new magazines of the past ten years** — (Solomon — ATSI) Aug. p 119; Retort Sept. p 4 (LET).

**Target: the rate card** — The fall of the rate card has both advertisers and their agencies split on the long-term effects. Aug. p 140 (PCP).

**How publishers beat the odds** — Outlines of the traits that successful magazines share. Aug. p 152 (LW).

**The new newsstands** — Rising costs and shrinking space have renewed publishers' interest in specialty-store single-copy sales. Sept. p 57.

**Magazine rates: the great debate** — Legal limitations may make it a moot issue. (Phelps — ATSI). Sept. p 71.

**The great rate debate** — An "As They See It" (Sept. p 71) prompts a hurrah for the fall of the rate card. Nov. p 24 (LET).

**Bag it!** — Magazine publishers have found a new revenue source in their plastic-bag mailers. Nov. p 65.

### Magazine ad scorecard

Feb. p 133	June p 158	Oct. p 144
March p 140	July p 156	Nov. p 146
April p 110	Aug. p 138	Dec. p 142
May p 152	Sept. p 130	

### "As They See It" columns on magazines:

**Michael Gross** — Renewal faith, or lack thereof — Can anyone explain the near total absence of renewal data in ABC reports? Jan. p 59.

**Roberta Garfinkle** — Circulation surety — Issue-by-issue tallies of circulation insure your getting the most for your client's money. Feb. p 83.

**Garfield Ricketts** — Getting the most for your money — Merchandising allowances: how to get more. March p 110.

**Gerald Eilers** — Think twice before pinching the price — Negotiated rates can be as treacherous for a media buyer as for a publisher. May p 118.

**Doug Hochstadt** — Interactive reasoning — The key to effective magazine planning is to remember that magazine reading is an active process. July p 136.

**Deborah Solomon** — Out on the launch limb — What makes an attractive magazine launch for agency planners? Aug. p 116.

**Lyn Meyers** — McCall's: A theory in practice — McCall's open rate leaves little room to negotiate. Sept. p 86.

**Jean Connolly** — Discounting creativity

— Forget rates; get back to creative thinking in magazine planning. Oct. p 113.

**John Gray** — One, two, three, hike! — Page-rate increases that ignore the marketplace offer short-term gains and a long-term threat. Nov. p 94.

## MARKETING

**Stretch** — Major marketers are pushing their established product in new directions. Jan. p 22.

**Sterling goes for the gold** — How Miami-based auto mogul Norm Braman launched the British import Sterling in the American market. Feb. p 46; May p 6 (UD).

**First steps toward the expert marketing computer** — Gameplan to help marketers manage ever-increasing marketing data. Feb. p 136 (LW).

**Frito-Lay: the binge is over** — The after-effect of Frito-Lay's new product blitz left the company leaner and determined to move slowly from now on. April p 54; Oct. p 30 (UD).

**Color wars** — Clarion has put the blush back in the color cosmetic category with a mass-minded strategy. May p 61.

**Give me an udder drink** — Milk marketers are getting hip with new jazzy product lines, but milk is still at the top of the list. May p 74.

**Bring a bag of money** — Retailers are demanding a stiff payment for shelf space. Are these incentives or ransom? June p 38.

**The big chill** — Fancy frozen foods, after a booming debut, find themselves losing ground to their budget-conscious competition. June p 54.

**Olé! This year's beer: Corona** — Against all odds, this super-premium Mexican import has zoomed to number two in the import field. June p 95.

**A talon-ted buy** — Lee Press-On nails demonstrates that quality comes second in tv buys. Quantity at the right price pays off. July p 36.

**Hit the road, Jack** — The concept behind global thinking is being shattered by regionalism. July p 118.

**Those golden oldies** — Take two — Record companies are reaping riches from their catalogs thanks to the compact-disc boom. Sept. p 46.

**Packaging unwrapped** — The technology of packaging has taken giant strides. Sept. p 64.

**Tween power: Youth's middle tier comes of age** — Companies are designing products for these "in betweens." Oct. p 56.

**The big bet: new products** — The new product scene and highlights of some noteworthy launches. Nov. p 50.

**Women take the wheel** — Detroit has

finally gotten the message that women buy as well as drive cars. Nov. p 59.

### Marketing successes of 1986:

Polaroid Corp.	March p 28
Lever Bros./Surf	March p 37
Coca-Cola Co.	March p 45
Home Shopping Network	March p 53
Ford Motor Co./	
Taurus-Sable	March p 60
Hyundai Motor Corp.	March p 64
Bartles & Jaymes (Gallo)	March p 69
Wal-Mart	March p 79
Apple Computer	March p 84
King World Productions	March p 91
JVC Co. of America	March p 99

### Brand reports — 1987

Cruise lines	Jan. p 63
Insurance	Feb. p 85
Adult cereals	April p 93

Wine coolers	May p 125
Men's fragrances	June p 125
Sports cars	Aug. p 121
Waters (bottled), seltzer	Sept. p 97
Feminine-hygiene products	Oct. p 125
Camcorders, videocassettes	Nov. p 147
Skin-care treatments	Dec. p 109

### "As They See It" columns on marketing:

**Charles C. Wanous** — The awareness myth — Brand awareness is everything, at best a misguided strategy. Jan. p 55.

### MEDIA BUYING

**Surviving the satellites** — Newspaper sales reps are examining their role in land-

ing national ad business. Feb. p 40.

**National spot-tv dollars in jeopardy?** National spot-tv dollars are finding their way into larger buys, but is the easier buy the better one? (Papazian — ATSI). Feb. p 67.

**Pricing: A spot [radio] is a spot** — And it should be priced as such, regardless of the client's demographic target. (Cole — ATSI). Feb. p 76.

**Cable's one-stop shopping** — News cable buyers have now a single national cable buy. March p 6 (FF).

**Media under the microscope** — It is argued that binoculars should replace microscopes as a way to view today's media issues. (Lehmkuhl — ATSI). March p. 107; Retort: May p 24 (LET).

**Media cross-pollination** — Applying packaged-goods planning skills helped one novice enter the world of agricultural media. (Wolfson — ATSI). March p 116.

**Macro under the microscope** — Reply to Mediology column by David Lehmkuhl on the pros and cons of renewal rates as a buying factor. May p 24 (LET).

**Think twice before pinching the rates** — Negotiated rates can be as treacherous for a media buyer as for a publisher. (Eilers — ATSI). May p 118.

**Is bigger barter better?** — That's the question nagging lots of agencies as individual barter companies combine to sell time. June p 46.

**Next up: magazine buying groups?** — Whatever you may think of magazine rate negotiation, it suggests some advantages in consolidating the buying function at agencies. (Papazian — ATSI). June p 107.

**Spot in the spotlight** — The spot-buying process would benefit from a more conscientious performance by the stations. (Willhoft — ATSI). June p 114.

**Exposing the possibilities** — Kraft Inc. and Leo Burnett have taken MRI numbers and integrated them into their magazine plans. June p 140 (TT).

**Media to square one** — Facts concerning rate concessions in magazines; the McCall announcements. July p 29.

**A talon-ted buy** — Lee Press-On Nails demonstrates that quality comes second in tv buys. Quantity can pay off. July p 36.

**The media buying spectrum** — A look into the spot-tv buying practice at Ketchum Advertising. (Kroyer — ATSI). July p 133.

**A little help from cable's friends** — The Cabletelevision Advertising Bureau has designed PC software to help integrate their medium into the early tv planning stages. Aug. p 14 (FF).

**A judgment call** — To recognize the potential of local cable, rely on gut thinking. (Surmanek — ATSI). Sept. p 87.

**Media for hire** — Media buying services are looking for respectability and are find-

### ADVERTISER/AGENCY/MEDIA CASE HISTORIES

Ad/Sat—Feb. p 35  
American Broadcasting Co. — April p 71  
Apple Computer — Mar. p 84  
Arm & Hammer — Jan. p 22  
Arbitron — Nov. p 40  
Austin Rover Group — Feb. p 46; May p 6 (UD)

Bartles & Jaymes (Gallo) — March p 69  
BBDO — Nov. p 74  
Norman Braman/Sterling Car — Feb. p 46  
Bristol-Myers — Jan. p 43

California Milk Advisory Board — May p 74  
Camelot Entertainment Sales — June p 46  
Campbell Soup USA — July p 118  
Capri (Brown & Williamson) — Nov. p 50  
Cherry 7Up (Philip Morris) — Nov. p 50

Church & Dwight — Jan. p 22  
Coca-Cola Co. — March p 45  
ConAgra Inc. — July p 118  
Corona Beer — June p 95

Fab 1 Shot (Colgate-Palmolive) — Nov. p 50  
Fisher-Price — Nov. p 50  
Ford Motor Co. (Taurus/Sable) — March p 80  
Fox Broadcasting Co. — Dec. p 97 (ATSI)  
Frito-Lay Inc. — April p 54

General Foods — July p 118

Home Shopping Network — March p 53; June p 100  
Hormel, George A., & Co. — Sept. p 64  
Hyundai Motor Corp. — March p 64

International Advertising Sales — June p 46

JVC Co. of America — March p 99

King Nuts (Quaker Oats) — Nov. p 50  
King World Prods. — March p 91

Lee Pharmaceuticals (Press-on nails) — July p 36  
Lever Bros. (Surf) — March p 37  
Lifetime Network — June p 36 (FF)

Market Research Inc. (MRI) — Nov. p 40  
Media Connection — Sept. p 114

National Broadcasting Co. — April p 71  
Noxell Corp (Clarion) — May p 61

Polaroid Corp. — March p 28

Safeway Stores — Nov. p 138  
ScanAmerica — Nov. p 40  
Simmons — Nov. p 40  
Sterling auto import — Feb. p. 46  
Sunkist Growers — Jan. p 22

Time Inc. — July p 40  
Top Shelf (Hormel) — Nov. p 50

Wal-Mart — March p 79  
Vanna White — March p 96

## PRO FILES

Carl Burgen	gen. mgr.	Global Finance	June p 4
Joseph William Cece	dir. mag. dev.	Murdoch Magazines	April p 22
Charles Decker	exec. vp.	HHC&C	Nov. p 4
Steve R. Fagen	dir. client services	Vitt Media Intl.	July p 4
Hadassa Gerber	sr. vp., dir. media plng.	Well, Rich, Greene	Sept. p 8
Joseph Giarraputo	gen. mgr.	Global Finance	June p 4
Kevin Gottlieb	pres.	Outdoor Advertising Assn.	Aug. p 4
John C. Holt	chmn.	A. C. Nielsen Co.	May p 4
Carol Karasick	U.S. media dir.	Saatchi & Saatchi Compton	March p 14
Russ Klein	sr. vp., mktg.	Seven-Up Co.	June p 4
Donald Kummerfeld	pres.	Magazine Publishers Assn.	Oct. p 4
Dale Lang	prtnr.	McCall Publishing	Feb. p 12
Bernard Leser	pres.	Condé Nast Ltd.	Jan. p 14
L. Ross Love	gen. mktg. mgr.	Procter & Gamble	Oct. p 6
Mac Tonight	spokesman	McDonald's Corp.	Nov. p 6
Victor Millar	chmn.	Saatchi & Saatchi PLC	Jan. p 14
Hugh O'Brien	vp., pub.	Whittle Communications	May p 4
Joe Ostrow	dir. corp. media	Footo, Cone & Belding	July p 4
David Poltrack	vp., mktg.	CBS	Oct. p 8
Farrell Reynolds	pres.	Turner Broadcasting	Sept. p 6
Mike Russell	chmn.	American City Business Journals	March p 14
Cyrill Siewert	vp., new business	Colgate-Palmolive Co.	April p 22
John Tiedemann	sr. vp.	CBS Television Network	Feb. p 12
Jack Wakshlag	dir., primary research	CBS	June p 4
Robert Wehling	dir., gen. mktg. srvs.	Procter & Gamble	Oct. p 6
Abbot Wool	sr. vp., mktg. dir.	Cadwell Davis	Nov. p 4
Victor Zast	sr. vp., mktg.	Beecham Cosmetics	Sept. p 6

ing allies in ad agencies. Oct. p 34.

**Catching up with the upfront** — Network sellers got a pleasant surprise at this year's upfront. Oct. p 52.

**It's playing their song** — Flexible merchandising plans have led regionally minded marketers to radio. Oct. p 65.

**Discounting creativity** — Enough about rates. Get back to creative thinking in magazine planning. (Connolly — ATSI). Oct. p 113.

**The ten commands** — Integrating the PC into the media process. (ATSI — Ostroff). Nov. p 90.

## MEDIA DEPARTMENTS

**And now, the media department presents** — Clients want to hear their media news straight from the source, and that means media directors. Jan. p 30.

**Who says media isn't creative?** Agency media departments provide some surprising examples of campaigns whose creative approach originated in their ranks. April p 62; July p 8 (LET).

**Agency angst [People Meters]** — Agency media departments must decide now just how they're going to live with the new audience measures. May p 45.

**Party animals** — Media planners say promotional parties are inefficient; publishers say they produce business. May p 50.

**Media to square one** — What once were rumors are now facts concerning rate concessions in magazines; the McCall an-

nouncement. July p 29.

**Media for hire** — Media buying services are making an aggressive bid for respectability and are finding allies in ad agencies. Oct. p 34.

**Crossover dreams** — BBDO's policy of cross-assigning buyers and planners underscores a prevailing view of the future of the media department. Nov. p 74.

**Selling the media department** — The media department should be more vocal in bringing its accomplishments to the attention of management. (Papazian — ATSI). Dec. p 93.

## MEDIOLOGY

**Clutter in the era of control** — Clutter has taken on a new meaning in television due to a variety of developments. (Banks). Jan. p 51.

**National spot-tv dollars in jeopardy** — National spot-tv dollars are finding their way into larger buys but is the easier buy the better one. (Papazian). Feb. p 67.

**Media under the microscope** — It is argued that binoculars replace microscopes to view today's media issues. (Lehmkuhl). March p 107; May p 24 (LET).

**The media consulting game** — Consultants may be a waste of time if they're not used with imagination. (Papazian). April p 83.

**Creativity and clutter** — Use of creative media cuts through clutter and makes a great media plan. (Kaatz). May p 109.

**Next up: Magazine buying groups** — The pros and cons of consolidating magazine rate negotiation. (Papazian). June p 107.

**Think about it** — Don't go just by the numbers; think about what they're saying. (Brushaber). July p 131.

**People meters: Let's get organized** — It's time to impose some order on the conversion to people meters. (Papazian). Aug. p 111.

**Magazine rates: The big picture** — Magazine rate-negotiations and the Robinson-Patman Act. (Phelps). Sept. p 71.

**Talking to the right people** — Make sure you talk with the right people when pitching a new idea, product or plan. (Papazian). Oct. p 111.

**The numbers crunch** — Some tips for channeling the ever-increasing flow of information. (Banks). Nov. p 89.

**Selling the media department** — The media department should be more vocal in bringing its accomplishments to the attention of management. (Papazian). Dec. p 93.

## NEWSPAPERS

**Clear signals for Ad/Sat** — Early Ad/Sat test results find favor from both agencies and newspaper publishers for this satellite-delivered production service. Feb. p 35; April p 8 (LET).

**Surviving the satellites** — Satellite technology that facilitates direct contact between agencies and newspapers poses a challenge to the medium's sales rep business. Feb. p 40.

**Sunday come Saturday** — The *New York Times* delivers some Sunday sections with Saturday's paper. May p 17 (PB).

**The 1986 Newspaper Brand Leaders** — June p 61.

**The new realism/Media Costs** — Wary of the rate differential and hungry for new business, newspapers look to keep national rate increases in the 5%-to-7% range. Aug. p 83.

**Newspaper numbers: The battle begins** — Buy-oriented research never goes without a squabble, and the Simmons/Scarborough entries aren't without their hitches. Oct. p 28 (UD).

**Split decisions** — Sunday on Saturday — Some newspapers are experimenting with splitting delivery of their Sunday editions over two days. Oct. p 72.

## "As They See It" columns on newspapers:

**Jack Cohen** — Pricing and positioning — Forward thinking by the medium is creating breakthroughs in these areas. Feb. p 79.

**Frank Hajek** — Mostly what's right — Newspapers should establish rates that



## DEBUT

January —

Feb. p 20

Campus Voice Encounte.  
New Route  
Texas College Student

March p 8

Fast Lane  
Auto Pacific

April p 26

Espionage  
Southern Progress' Cooking Light

May p 14

Good Housekeeping's Victoria  
Murdoch's Premiere

June p 24

The Next President (tv program)  
Fashion Channel (home shopping)

July p 10

The new magazines of 1986 — Samir  
Husni

August —

September p 22

Condé Nast's Traveler  
Banana Republic's Trips  
Fairfax Magazine's Sassy  
Woman's Day's New Family

Oct. p 10

Movietime  
MTV Europe

Nov. p 8

Golf Shots  
Women Today

Dec. p 6

The Steve Allen Show  
Ricochet

compare with other media. March p 121.

**Phil Brushaber** — Message from the buyer battlefield — It is time for newspapers to make an effective sales pitch. April p 90.

**Stephen Martin** — Plan-aid for publishers — How newspapers can get more ad dollars. May p 112.

**Frank Hajek** — Testing! — Newspapers are becoming more receptive to changes, especially in the area of pricing. July p 132.

**David Lehmkuhl** — New paper routes — Newspapers are their own worst enemy in attracting agency business. Nov. p 100.

**Nick Thurlow** — How today shaped our tomorrow — England's dailies have color. Will advertisers follow? Dec. p 99.

## OUTDOOR/OUT OF HOME

**Bringing outdoor home** — The latest creative twist: billboards in television com-

mercials. April p 128 (CC).

**Outdoor goes outside its ranks** — Kevin Gottlieb, professor and aide to senators, takes over as head of the Outdoor Advertising Assn. Aug. p 4 (PRO).

**Running in place/Media Costs** — Out-of-home is looking to replace their lagging mainstay — liquor and cigarettes. Aug. p 91.

### "As They See It" columns on outdoor:

**Garfield Ricketts** — Mix it up! — Outdoor is particularly effective as a back-up for other media. Oct. p 114.

### "As They See It" columns on people meters:

**Barry Kaplan** — What are the real issues? — Needed: a standard to measure rating validity. March p 110.

**Bob Warrens** — The next logical step — R.D. Percy's passive system offers a method of validation. June p 107.

**Lucian Chimene** — Flying purple people meters — A realistic look at what people meters can and cannot do. Nov. p 96.

### "As They See It" columns on planning:

**Lyn Wolfson** — Media cross pollination — The world of agricultural media. March p 116.

**Ron Lawrence** — Uniform target delivery: An illusion. Dec. p 94.

## POINT/COUNTERPOINT/POLL

**Steven Malin & David Wilkovsky** — The economic outlook: Look out! Jan. p 76.

**Ira Glasser & E.A. Weißenmeyer** — Drug testing in the workplace. Feb. p 126.

**Wes Dubin & Stephen Grubbs** — National tv goes fourth (the Fox network). March p 124.

**Thomas H. Winner & Michael Weiden** — Barter ardor cools down. April p 122.

**Robert O. Jordan & Larry Light** — The worldly view: thinking global, acting local. June p 146.

**Tim Deratany & Daniel L. Jaffe** — A taxing situation. July p 146.

**Bob Zach & Michael Ephron** — Target: the rate card. Aug. p 140.

**Robert M. Prentice & Paul W. Farris** — Promotion at what price? Sept. p 128.

**Ron Kaatz & Stephen P. Phelps** — Assessing single-source research. Oct. p 166.

**Jack Trout & Chester Kane** — Mining for new products (line exts.). Nov. p 126.

**Barbara Provus & Roger C. Bumstead** — Learning vs. wisdom (recruiters tell what agency execs look for). Dec. p 140.

## RADIO

**Radio daze** — ABC and NBC are watching the hours tick by as they await the FCC ruling of dual ownership of radio and tv stations. April p 71.

**Crossed signals/Media Costs** — The volume has been turned down a bit for network, though spot is keeping the beat. Aug. p 57.

**It's playing their song** — Flexible merchandising plans and strong grassroots influence have led regionally minded marketers to radio. Oct. p 65.

### "As They See It" columns on radio:

**Don Cole** — A spot is a spot — And it should be priced as such, regardless of the client's demographic target. Feb. p 76.

**Sam Michaelson** — The day they shut off the water — U.S. radio, with its endless formats and advertiser opportunities, is an enigma overseas. April p 84.

**Dennis McGuire** — A look at long-form — Long-form programming on radio offers add-on benefits to round out the media plan. June p 116; Sept. p 93.

**Dennis McGuire** — Mega-reps revisited — Lessened competition among the mega-reps has a negative effect on their customers. Sept. p 90.

## RATES/BUDGETING

**Pricing: A spot is a spot** — And it should be priced as such, regardless of the client's demographic target. (Cole — ATSI). Feb. p 76.

**Pricing & positioning: Things are looking up** — Forward thinking is creating some breakthroughs in pricing and positioning of newspapers. (Cohen — ATSI). Feb. p 79.

**Media to square one** — In the light of *McCall's* rate move, media directors are reassessing their departments to formalize the magazine rate-negotiating process. July p 29.

**Media Costs, 1988** — Where to next? Survey tables. Aug. p 22.

**A little bit of blue sky** — Wall Street experts are cautiously bullish on the prospects for the year ahead — for the economy and individual media. Aug. p 25.

**As the gap narrows** — Ted Bates looks back over the decade and sees a moderating increase in CPM increases. Aug. p 33.

**Into the great unknown: Television** — As network negotiators throw away the book to deal with people meters, the size

## BOOKS

### McDonald's Behind the Arches

By John F. Love — Feb. p 122

### Children As Consumers

By James U. McNeal — May p 150

### Youthtrends

By Lawrence Graham and Lawrence Hamdan — Sept. p 126

### The Media Lab — Inventing the Future At MIT

By Stewart Brand — Dec. p 138

of the market remains the big question mark. Aug. p 40.

**It's still follow the leader: Cable** — The cable networks still fall under the shadow of broadcast when it comes to pricing time. Aug. p 49.

**Crossed signals: Radio** — The volume has turned down a bit for network, though spot is keeping the beat. Aug. p 57.

**Double trouble: Consumer magazines** — Publishers are feeling the pressure from both sides as they set next year's magazine ad rates. (Historical rate index). Aug. p 63.

**Vertical hold: Business magazines** — The trade magazines' rate increases will run head-on into paper and postal hikes — not to mention the pressure to deal. (Historical rate index). Aug. p 73.

**The new realism: Newspapers** — Wary of the rate differential and hungry for new business, newspapers look to keep national rate rises in the 5-to-7% range. Aug. p 83.

**Running in place: Outdoor** — Out-of-home is looking for business to replace their lagging mainstay — liquor and cigarettes. Aug. p 91.

**The competitive edge: Yellow Pages** — Competition continues to benefit the budget-conscious as prices are held in check in many markets. Aug. p 99.

**Takin' a lickin': Direct Marketing** — Direct mailers could get patted by a hefty postal hike, Aug. p 105.

## RESEARCH

**A look at local** — Local cable outlets offer a variety of testing options for national advertisers. (Aaron — ATSI). Feb. p 76.

**How to measure exposure quality** — Verlag AG study measures the qualitative side of magazine readership. Feb. p 130 (TT).

**Research analysis: The missing link** — Surprisingly little research is done to analyze the long-term impact of a promotion

strategy. March p 134 (SP).

**Everything you need on a compact disc** — Harried brand managers get a break with a short-cut way of accessing data from SAMI/Burke. April p 114 (TT).

**Invasion of the people meters** — Opinions on the potential impact should be kept in check until all the facts are in. May p 36.

**The next logical step** — R.D. Percy's "passive" people-meter system offers a method of validation and a measure of audience dynamics. May p 107.

**Think about it** — Most of the time research is right. But not all of the time. (Brushaber — ATSI). July p 131.

**The all new ratings game** — The networks may have to rely more on qualitative data for programing planning. Sept. p 39.

**Newspaper numbers: The battle begins** — Buy-oriented research never goes without a squabble and the Simmons/Scarborough entrees aren't without their hitches. Oct. p 28 (UD).

**Assessing single-source** — Single-source research provokes a number of opinions. Oct. p 166.

**Single-source's long shadow** — Single-source research has replaced the people meter as the most formidable challenge facing media and marketing management. Nov. p 40.

### "As They See It" columns on research:

**Meryl Hammond** — Measuring emotion — As the emotional pitch catches on, the problems of gauging its effect become even more of a challenge. Jan. p 54.

**Tim Teran** — Have you ever wondered? — Consumer research must go beyond the

rational to measure emotions and aspirations. Feb. p 72.

**Beth Axelrad** — Do-it-yourself data — When syndicated research studies won't do, you need to resort to custom research. April p 86.

**Meryl Freeman** — Comparative cautions — Comparative advertising holds perils if not properly researched. Sept. p 78.

**Robert Fultz** — Ready! fire! aim! — Use research before you launch your campaign. Don't wait until it is too late. Oct. p 116.

**Joshua Ostroff** — The ten commands — How to integrate the PC into the media process. Nov. p 90.

**Steve Sternberg** — VCRs: Impact and implication — The impact of VCRs on negotiations, ratings and ad effectiveness. Dec. p 100.

## SALES PROMOTION

**What's in store for 1987?** — What's new in the booming point-of-purchase business. Jan. p 78.

**The need for new talent** — One problem with the sales promotion explosion is the dearth of qualified candidates. Feb. p 128.

**Research and analysis: The missing link** — Little research is done to analyze the long-term impact of a promotion strategy. March p 134.

**The PMAA's annual buzz** — Report of the Promotion Marketing Assn. of America convention. Reggie awards. April p 124.

**On promoting promotion** — Promotion companies and specialized media represent one of the fastest growing categories in b-to-b advertising. May p 154.

**Bring a bag of money** — Retailers are demanding a stiff payment for shelf space. Are these incentives or ransoms? June p 38.

**The year in review — Part I** — Overview of sales promotion in 1986. June p 153.

**The year in review — Part II** — Outline of where the ad dollars end and promotion dollars begin. July p 152.

**New improved promotion** — A look at some of the latest moves from some of the largest shops. Aug. p 146.

**Premiums and incentives: The new view** — Despite the promise of premiums, growth is limited by the time it takes to complete the offers. Sept. p 122.

**Different disciplines, similar tactics** — A discussion of the synergism between direct marketing and sales promotion. Oct. p 99.

**No cheap shots** — The sales promotion industry is withdrawing from short-term techniques in favor of those that instill lasting values. Oct. p 104.

**1988: A sales promotion spree** — Special pull-out section of 1988's insert possibi-

## PREVIOUS INDICES

Following are issue dates to earlier years' editorial material:

1986	February 1987
1985	March 1986
1984	February 1985
1983	February 1984
1982	February 1983
1981	February 1982
1980	February 1981
1979	May 1980
1977-78	March 1979
1976	April 1977
1975	February 1976
1974	May 1975
1973	May 1974
1972	April 1973
1971	March 1972
1970	February 1971
1969	March 1970
1968	January 1969

ties. Nov. p 123.

**Sales promotion agencies: Here to stay** — A business divided into those who operate from the creative side and those that think more strategically. Dec. p 128.

### **"As They See It" columns on sales promotion:**

**Donna Campanella** — Planning for coupons — A. C. Nielson statistics. June p 118.

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## **SUNDAY MAGAZINES**

**Resetting the Sunday table** — Publishers look to food business to offset liquor and tobacco losses. April p 18 (PB).

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## **TELEVISION**

**Syndication: As the wheel spins** — Special report. Jan. p 39.

**Players hedge their bets** — It was fun while it lasted, but once-booming barter syndication now faces the same no-growth prospects as their network counterparts. Jan. p 40.

**The game plan** — Agency media professionals and major television advertisers discuss the issues facing the syndication marketplace. Jan. p 42.

**Bristol-Myers gambles on back-end syndication deal.** Jan. p 43.

**Lots of talk — any action?** — Programming: Comedy is still key, talk is not cheap and advice/therapy shows (sob) are making tears. Review of program options. Jan. p 46.

**Clutter in the era of control** — Clutter has taken on a whole new meaning in television. (Banks — ATSI). Jan. p 51.

**Zeroing in with a network buy** — The big three broadcast networks are intrigued by interest among national advertisers in regional ad packages — affiliates are concerned. Feb. p 31.

**National tv spot dollars in jeopardy?** — National tv spot dollars are finding their way into larger buys, but is the easier buy the better one? (Papazian — ATSI). Feb. p 67.

**Sold!** Home Shopping Network has turned the tv set into an even stronger selling tool. March p 53.

**National tv goes fourth** — The issues of a fourth network provokes reactions from two broadcast department heads at leading agencies. March p 124 (PCP).

**:15s: half-priced or half-baked?** — J. Walter Thompson gurus predict that 15-second commercials will linger but never replace the standard :30. March p 138 (TT).

**The shrinking net** — Affiliated stations are leaving the nest and preempting scheduled programming for syndication and local shows. April p 37.

**The great barter debate** — Some like it hot. Some like it not. April p 122 (PCP).

**Invasion of the people meters** — Opinions regarding the potential impact should be kept in check until all the facts are in. May p 36.

**FCB's McQueen handicaps fall '87** — An appraisal of the fall prime-time possibilities. May p 143 (BB).

**Is bigger barter better?** — That's the question nagging lots of agencies as individual barter companies combine to sell time. June p 46.

**Into the great unknown: Media Costs** — As network negotiators throw away the rule book to deal with people meters, the size of the market remains the big question mark. Aug. p 40.

**The all new ratings game** — The networks may have to rely more on qualitative data for programming plans. Sept. p 39.

**The rep rap** — Station turnover is far from new, but the current game of musical chairs is destabilizing the industry. Oct. p 43.

**Catching up with the upfront** — Network sellers' surprise suggests the strength will hold true for other media as well. Oct. p 52.

**Masters of the morning shows** — Children's programming will be watched following a court's challenge to the FCC's deregulation rules. Oct. p 146 (OD).

**Put a smile on your commercial** — Prolog offers some complex insights into consumer reaction to ads and products. Oct. p 152 (TT).

### **"As They See It" columns on television:**

**Frank Massaro** — A buyer's guide for corporate advertisers — The corporate advertiser need not rule out television in forging a media plan. Jan. p 58.

**Stephen H. Martin** — Tv & the good life — Reflections on the medium that revolutionized the art of selling. Feb. p 67.

**Don Cole** — Spot post-analysis: A true barometer? — Media needs a gold standard for realistic appraisals of post-buy analyses in spot tv. April p 90.

**Larry Kelley** — Brawn vs. brains — A bigger buy isn't always a better deal. May p 116.

**Gene Willhoft** — Spot in the spotlight — Spot buying would benefit from a conscientious effort by the stations to avoid rotation, protection and make-good problems. June p 114.

**Cheryl Kroyer** — At what price efficiency? — Not every client benefits from a price-driven buy. July p 133.

**Betsy Frank** — The quality question — It isn't the program that defines the quality buy, it's the audience. Aug. p 111.

**Garfield Ricketts** — Overnight success — The growing number of overnight markets being measured can only help the spot planner's cause. Aug. p 114.

**Don Cole** — Watch that spill — Audience spill from one DMA to another can mess up a spot plan if you fail to consider its impact. Sept. p 78.

**Thomas Robinson** — How's Fox faring? — The Fox figures are in! Still the biggest thing to hit tv since cable. Dec. p 97.

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## **TOOLS OF THE TRADE**

**What a difference a page makes** — The ARF and the ABP offer proof that b-to-b advertising pays off. Jan. p 84; Aug. p 142.

**How to measure exposure quality** — Verlag AG study measures the qualitative side of magazine readership. Feb. p 130.

**:15s: half-priced or half-baked** — J. Walter Thompson gurus predict that 15-second commercials will linger but never replace :30s. March p 138.

**Everything you need on a compact disc** — Brand managers get a break with a shortcut to accessing data. April p 114.

**Exposing the possibilities** — Kraft Inc. and Leo Burnett figure magazine page exposure from Mediamark Research Inc. into their media plan. June p 140.

**Multiple-page ads in b-to-b** — Chilton tracks the effect of multiple-page exposures. July p 140.

**One good page deserves another** — The ARF/ABP study confirms that more means more efficiency. Aug. p 142.

**Making a conquest** — The Media Connection uses compact discs for more than just music. Sept. p 114.

**Put a smile on your commercial** — Prolog offers some insights into consumer reaction to ads and products. Oct. p 152.

**Safeway stores up its numbers** — Safeway has linked its supermarkets into a testing network for packaged-goods marketers. Nov. p 138.

**Flow charts as art** — New software packages offer dramatic and detailed illustrations for strategic analyses. Dec. p 144.

### **"As They See It" columns on Yellow Pages:**

**William Frank** — Turning over a new leaf — Directory proliferation has created problems for advertisers, publishers and consumers. May p 116.

**Joan D. Olson** — Proliferation's plus signs — Proliferation offers as many positive opportunities as it does problems. Oct. p 118.

## SUBJECT/PRODUCT INDEX

(Feature articles indicated in bold)

ABC statements — Jan. p 59 (ATSI)  
Add-ons — Oct. p 65  
Advertiser-supported cassettes —  
Feb. p 22 (FF)  
Advertiser-supported syndication —  
April p 122 (PCP)  
Advertiser-sponsored videos — April  
p 10 (FF)  
Advertising production — Feb. p 35,  
Aug. p 136 (BB)  
Advertising volume —  
All media — July p 152 (SP)  
All media pre-tv and today — Feb.  
p 67 (ATSI)  
Cable — Feb. p 52  
Radio — May p 144; Aug. p 59  
Sales promotion — July p 152 (SP)  
Yellow Pages — Aug. p 101  
Advertorials — March p 18 (PB)  
Airlines — June p 84, 148 (OD), Nov.  
p 128 (OD)  
Alcoholic beverages — Jan p 82  
(OD), June p 74  
Animation — Feb. p 26 (CC)  
Annuals — April p 75  
Aseptic packaging — Sept. p 64  
Asian-American market — June p 28  
Aspartame — Jan. p 82 (OD)  
Aud. meas. (Bdcst) —  
Feb. p 119 (BB), March p 110  
(ATSI), 127 (BB); April p 111 (BB),  
May p 36, June p 107 (ATSI)  
Aud. meas. (Print) — Feb. p 130  
Autos — Feb. p 46, March p 60, 64,  
May p 6 (UD), June p 78, Aug.  
p 121, Nov. p 59  
Awards — Jan. p 4 (CC), April p 124  
(SP), May p 30 (CC)  
  
Baby food — Jan. p 8 (UD)  
Baby magazines — April p 44  
Baby market — April p 44  
Barter — Jan. p 40, 42, April p 122  
(PCP), June p 46  
Beer — June p 95  
Black market media — April p 30 (UD)  
Blockbusters — Jan. p 18 (PB)  
Boycott — April p 30 (UD)  
Brand awareness — Jan. p 55 (ATSI)  
Brand exts. — Jan. p 22, April p 54  
Brand hostages — June p 38  
Business news on tv — May p 99  
Buying groups (print) — Oct. p 18  
  
Cable, ad volume — Feb. p 52  
Ad scorecard — Feb. p 58  
Growth — p 52  
Interactive — Oct. p 83, 146 (OD)  
Network abbrev. — Feb. p 58  
Pay — Sept. p 130, Nov. p 22 (FF),

Dec. p 10 (FF)  
Programming — Feb. p 56  
Shop-at-home — Jan. p 6 (DM),  
Feb. p 4 (DM), March p 4 (DM),  
June p 100, Oct. p 83, 146 (OD)  
Sports network — Feb. p 22 (FF)  
Camcorders — Mar. p 99, Nov. p 107  
Cameras — Mar. p 28  
Cannibalization — Jan. p 22  
Catalogs — Jan. p 6 (DM), April p 4  
(DM), May p 20 (DM)  
Cereals, adult — April p 93  
Charity — March p 42, 82  
Check-out tabloids — May p 66  
Children and tv — June p 143 (BB),  
July p 8 (LET), 26 (FF), Oct. p 146  
(OD), Dec. p 135 (BB)  
Cigarettes — June p 68  
Circulation disclosure — July p 17  
Classified ads — Dec. p 17 (PB)  
Claymation — Feb. p 26 (CC)  
Clutter — Jan. p 51 (ATSI), March  
p 128 (BB), May p 109 (ATSI),  
Sept. p 119 (BB)  
College market — Feb. p 20 (DB),  
May p 32 (FF)  
Comebacks — March p 25, 45  
Commercials, innovative — July p 24  
Commercial production cost — Aug.  
p 136 (BB)  
Comparative advertising claims —  
Sept. p 78 (ATSI)  
Compact discs — April p 114 (TT),  
Sept. p 46  
Computer magazines — May p 17  
Computers — Mar. p 84  
Computers, use of — Feb. p 136 (LW)  
Constitution bi-centennial ads — April  
p 118 (OD), June p 28 (UD)  
Controlled-atmosphere packaging —  
Sept. p 66  
Copy appeal popularity — Jan. p 88  
Copy-cat advertising — March p 22  
Copy research — Jan. p 54 (ATSI)  
Copy testing — Oct. p 152 (TT)  
Corporate advertising — Jan. p 58  
Cosmetics — May p 61  
Couponing — June p 118 (ATSI), 153  
(SP), July p 154 (SP), Oct. p 99,  
104, Nov. 124B (SP)  
Cruise lines — Jan. p 63  
  
Debtors — July p 20 (DM)  
Deceptive advertising — June p 148  
Detergents — March p 37  
Drugs, prescription — Nov. p 135  
Drug testing — Feb. p 126 (PCP)  
  
Economy — Jan. p 76 (PCP)  
Economy forecast — Aug. p 25  
Effectiveness of advertising — Jan.  
p 84 (TT), Aug. p 142 (TT)  
Emotional copy — Jan. p 54 (ATSI),  
Feb. p 72 (ATSI)  
Entertainment — March p 91

Ethnic marketing — June p 28 (UD)  
Event media — Nov. p 81  
Exposure, meas. of — Feb. p 130  
  
Fairness Doctrine — Jan. p 82 (OD)  
Federal Communications Commission  
— Oct. p 146 (OD)  
15-second commercials — Jan. p 51  
(ATSI), March p 107 (ATSI), p 138  
Financial advertising — June p 26  
Flagship brand name — Jan. p 22  
Flow charts — Dec. p 144 (TT)  
Foldouts — Jan. p 18 (PB)  
Fourth network — March p 124 (PCP)  
Forecast — Jan. p 76 (PCP), Aug.  
p 25, Nov. p 152 (LW)  
Forecasters — July p 160 (LW)  
Franchised positions (newspapers) —  
Aug. p 17 (PB)  
Frequency in b-to-b — Jan. p 84 (TT),  
Aug. p 142 (TT)  
Frozen food — June p 54  
Fruit juice — Jan. p 8 (UD)  
  
Guarantees, magazine circulation —  
Feb. p 83 (ATSI)  
  
Hair-care products — April p 30 (UD)  
Health — Jan. p 88 (LW), Aug. p 8  
Holograms — June p 32 (CC)  
Home electronics — March p 99  
Home shopping — see Interactive tv;  
Cable, shop at home  
Home videos — March p 6 (FF)  
Hybrid spots — Dec. p 20 (LET)  
  
Illustrations — June p 32 (CC)  
Impulse buying — Jan. p 78 (SP)  
In-flight video — Oct. p 162 (FA)  
In-store couponing — June p 118  
In-store merchandising — Jan. p 78  
Incentives — June p 38, 156 (SP),  
Sept. p 122 (SP), Oct. p 104  
Inserts — April p 17 (PB), Nov.  
p 124A (SP)  
Insurance — Feb. p 85  
Interactive tv — Jan. p 6 (DM), March  
p 53, June p 24 (DB), p 100, Sept.  
p 20 (DM), Oct. p 83, 146 (OD)  
Interconnects — Feb. p 76 (ATSI)  
International marketing — June p 146  
(PCP), Oct. p 162 (FA)  
Investment advertising — June p 26  
  
Jeans — Jan. p 6 (DM), Sept. p 20  
Joint editorial sections — Mar. p 18  
Junk mail — April p 4 (DM)  
  
Kiosks — April p 4 (DM)  
  
Labels — Jan. p 82 (OD)  
Line extensions — Jan. p 22, April  
p 54  
Liquor — see Alcoholic beverages



Long-form programing (PF) — June p 116 (ATSI)

Made in U.S.A. — June p 142 (TT)  
Make-goods — June p 114 (ATSI)  
M&MD Futures — Oct. p 168  
Marketing & Media Education Workshop — Jan. p 4  
Marriages — April p 48  
Media buying services — Oct. p 34  
Media consultants — April p 83 (ATSI)  
Media merchandising — March p 110  
Media promotion — April p 90 (ATSI), May p 50  
Media selling — Oct. p 111 (ATSI)  
Media selling, pre-tv and today — Feb. p 67 (ATSI)  
Megaspreads — Jan. p 18 (PB)  
Merch. media — May p 154, Oct. p 65  
Milk — May p 74  
Men's fragrances — June p 125, Oct. p 28 (UD)  
Minority markets — June p 28 (UD)  
Minority-owned stations — Jan. p 82  
Mothers, expectant — Nov. p 28  
MPX scores — June p 140 (TT)  
Multiple-page ads — July p 140 (TT), Aug. p 142 (TT), Nov. p 30 (CC)

NAB Code — Jan. p 52 (ATSI)  
Nails, press-on — July p 36  
Naming products — Jan. p 23  
National/local rates — Jan. p 18 (PB), Feb. p 79 (ATSI)  
Negotiated rates — May p 118 (ATSI)  
Networking — May p 112 (ATSI)  
New product introductions — Jan. p 22, Feb. p 46, March p 28, 37, 60, 64, 69, 99, April p 54, June p 95, Sept. p 64, Nov. p 50, 126  
Newspaper readership studies — Oct. p 28 (UD)  
Newspapers: Sunday on Saturday — May p 17 (PB)

One-shots — April p 17 (PB)  
Open rate card — July p 29, 44, Aug. p 140 (PCP), Sept. p 86 (ATSI)

Packaging — Sept. p 62  
Page exposure — June p 140 (TT)  
People meters — Feb. p 119 (BB), March p 110 (ATSI), 127 (BB), April p 111 (BB), May p 36, June p 107 (ATSI), Aug. p 40, 111 (ATSI), 135 (BB), Sept. p 39, Nov. p 96 (ATSI), Dec. p 135 (BB)  
Plagerism — March p 22 (CC)  
Plastic retorting pack. — Sept. p 64  
Program loyalty — Oct. p 160 (BB)  
Point-of-sale displays — Jan. p 78  
Poly bags — Jan. p 17, Nov. p 65  
Pornography — Feb. p 124 (OD)  
Positioning — Feb. p 79 (ATSI)  
Post analysis — April p 90 (ATSI)

Public service adv. — April p 118  
Premiums — Sept. p 122 (SP)  
Product protection — Jan. p 51 (ATSI), June p 114 (ATSI)  
Programing — Jan. p 40, 46, 82 (OD), March p 91, April p 10 (FF short-form), May p 99, June p 46, 116  
Prolog — Oct. p 152 (TT)  
Promercial — July p 143 (BB)

QUAD — Oct. p 159 (BB)

Rate cutting — May p 118 (ATSI), July p 29, Aug. p 140 (PCP)  
Rate differential — March p 18 (PB), 121 (ATSI), May p 112 (ATSI); see also National/local rates  
Rate negotiation — May p 17 (PB), June p 107 (ATSI), July p 17 (PB), 29, Sept. p 71 (ATSI), Nov. p 24  
Ratings game — Sept. p 39  
Rational commercials — Jan. p 54  
Reader panels — Feb. p 6 (LET)  
"Real" in copy — Sept. p 26 (CC)  
Recruiting — April p 128 (LW)  
Regional marketing — Feb. p 31, July p 118, 126, Oct. p 65  
Regional networks — Feb. p 31  
Remn. buying — July p 36, Oct. p 99  
Renewal rates — Jan. p 59 (ATSI), May p 24 (LET)  
Reps., newspaper — Feb. p 40  
Radio — Feb. p 6 (LET), Sept. p 90  
Television — Oct. p 43  
Results — May p 160 (LW)  
Retail advertising — March p 79  
Roadblocking — Jan. p 4 (CC), March p 6 (FF), p 32  
Robinson-Patman Act — Sept. p 71

Salaries, sales promotion — Feb. p 128 (SP)  
Satellite ad transm. — Feb. p 35, 40  
Scented advertising — Oct. p 18 (PB), 28 (UD), Dec. p 136 (BB)  
Science magazines — Nov. p 32 (UD)  
Scorecard, cable — Feb. p 58, April p 8 (LET)  
Seltzer water — Sept. p 97  
Senior citizens — July p 141 (TT)  
Sex — Feb. p 124 (OD)  
Shelf-space incentive — June p 38  
Shop-at-home — Mar. p 53  
Shortfall, circulation — Feb. p 83  
Short-form programing — April p 10  
Simmons/Scarborough — Oct. p 28  
Single-copy sales — Sept. p 57  
Skin-care products — Dec. p 109  
Snacks — April p 54, Oct. p 30 (UD)  
Soft drinks — March p 45  
Special event media — Nov. p 81  
Special sections — March p 18 (PB)  
Split 30s — March p 107, p 138  
Sports — May p 32 (FF), July p 144 (BB), Oct. p 24 (FF)

Sports cars — Aug. p 121  
Sports magazines — April p 75  
Spot rotation — June p 114 (ATSI)  
Slotting allowances — June p 38  
Summer Olympics — Jan. p 74 (BB)  
Syndication — Jan. p 39-49, April p 122 (PCP), June p 46, Aug. p 46  
Synd. programs, top 10 — March p 97

Tabloids — May p 66  
Talking phonebook — Jan. p 6 (DM)  
Tax, advertising — March p 130 (OD), July p 146 (PCP), Oct. p 159 (BB)  
Teaser ads — March p 32, 40  
Teen market — Oct. p 56, Nov. p 32  
Telemarketing — Oct. p 83  
Test Marketing — Feb. p 76 (ATSI)  
Testing, product — Nov. p 138 (TT)  
Three-dimension art — June p 32  
Three-dimensional poster — Nov. p 18 (PB)  
Tobacco — Jan. p 82 (OD)  
Top agencies, direct marketing — June p 26 (DM)  
Top advertisers —  
Television — Aug. p 43  
Spot tv — Aug. p 43  
Cable categories — Aug. p 50  
Cable advertisers — Aug. p 50  
Newsp. — June p 61, Aug. p 84  
Radio — Aug. p 59  
Outdoor — Aug. p 92  
Bus. mag. categories — Aug. p 80  
Direct mailers — Aug. p 108  
Business publications — May p 89  
Toys — Oct. p 146 (OD)  
Traveling displays — Nov. p 20 (FF)

Unwired networks — Nov. p 135 (BB)  
Univ. Prod. Code-UPC — June p 118  
Upfront buying — July p 143 (BB), Oct. p 52, 160 (BB)  
Use tax — Nov. p 14 (DM)

Value-added ads — April p 10 (FF)  
Videocassettes — Nov. p 107  
VCRs — March p 107 (ATSI)  
Videologs — June p 100  
Videotex — July p 148 (OD)  
Viewing habits — Jan. p 51 (ATSI)

Water, bottled — Sept. p 97  
Wine coolers — March p 69, May p 125  
Wines — June p 28 (UD)  
Women — Nov. p 59  
Women in commercials — Oct. p 20  
Working mothers — April p 48

Yellow Pages — Jan. p 6 (DM), March p 17 (PB), April p 32 (UD), May p 20 (DM), Aug. p 99, Oct. p 83, 118 (ATSI)

Zapping — April p 10 (FF)